

## **Made in the Mid-Willamette Valley: Sherman Sherman Johnnie & Hoyt, LLP**

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**Business description:** For more than five decades, SSJH has been solving problems and enhancing opportunities. As a full-service civil law firm, SSJH builds trusting, long-term relationships that make a positive difference for our clients. Our diverse talents allow us to tailor creative solutions to fit each client's situation. By focusing on creativity, empathy and results, we deliver a truly unique legal experience.

**Number of employees:** Seven attorneys and nine professional support staff members.

**Business specialties:** Real estate and land use, general business, banking and lending, creditor's rights, estate planning and administration, domestic relations and family law, litigation and dispute resolution, construction and development support.

**Business history:** Sherman Sherman Johnnie & Hoyt, LLP began its more than five decades of serving clients in Salem in 1953 when Ken Sherman Sr. joined Young & DeArmond to form DeArmond & Sherman. The firm's services and reputation grew in 1974 when Ken Sherman Jr. joined the firm and again in 1996 with the addition of Gina Anne Johnnie. Ken Sherman Sr. ended his distinguished career on which the firm's foundation was built when he retired in 2002. The firm took its current form in 2004 when partners Ken Sherman Jr., Gina Anne Johnnie and Mark C. Hoyt merged their practices, combining more than 80 years of experience for the benefit of the firm's clients. Chelsea Armstrong joined the firm in 2008 and became a partner in 2011. Since its formation, SSJH has nearly tripled in size by building upon its tradition of providing outstanding and creative service.

**The biggest advantage of doing business in the Mid-Willamette Valley:** Quality of life and access to multiple markets. The Mid-Willamette Valley offers great opportunities for people to enhance their lives and a platform to reach into markets well beyond the valley. As a result, SSJH can attract and retain highly qualified people who in turn allow us to be more competitive in markets all over the state and across the country.

**Essential business philosophy:** Treat every client's smallest opportunity or problem like our biggest one.

**Best way to stay competitive:** Hard work. Technology, the economy and a myriad of other

SEDCOR, the lead economic development agency for Marion and Polk counties, is pleased to offer you a glimpse of the multitude of products and services being manufactured and provided by local area companies. SEDCOR's membership is composed of more than 500 business and community leaders who support our mission to enhance and diversify the economy of the Mid-Willamette Valley.

factors are changing the landscape daily. To stay competitive, we are required to work smart and leverage advantages provided by technology and truly talented people applying it. In the end, maintaining a competitive advantage still is the result of plain old-fashioned hard work.

What is most challenging in work: Finding the twist no one sees that makes the deal better or addresses an issue before it becomes a problem.

Best business decision: Preparing a formal business plan. Drafting a strategic plan focused our core strengths and the resources necessary to fully serve our clients. As a result, our service and ability to attain the results our clients need went to the next level. Our recent growth is a direct result of solid strategic planning.

Toughest business decision: Turning away business and opportunities which do not fit within our plan. It is hard to say no to business, but doing so allows the firm to focus on areas of concentration so that we are able to accomplish better results for our clients.

What trends do you see in your industry? Specialization. As the law becomes more complex, more attorneys are focusing on narrowly defined areas of practice. In part, the need for such specialization is driving our growth as we add the attorneys needed to meet and exceed the demands of our clients.

Company Affiliations: SEDCOR, Salem Area Chamber of Commerce, Go Downtown! Salem, Rotary Club of Salem, Marion County Bar Association and Oregon State Bar. In addition, individually and as a firm we support a number of community organizations financially and through volunteering our time because we feel it is an important part of the role of any member of the business community.

For additional information, contact SEDCOR at (503) 584-7303 or email [sappleby@sedcor.com](mailto:sappleby@sedcor.com).